

Which of the following people would you select as BC's top newsmaker of the year?
 * small base

		Region					Gender		Age			Union Household			Education			Income		
	Total	LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	226	274	100	200	387	413	195	338	260	86	153	545	257	239	294	162	233	314
Weighted	800	457	210	248	148*	195	391	409	281	224	291	96*	140	546	255	238	297	167	238	304
Accused Vancouver downtown eastside murderer Robert Pickton	37%	36%	32%	38%	36%	42%	32%	42%	39%	42%	32%	31%	37%	38%	42%	43%	29%	31%	42%	37%
Premier Gordon Campbell	28%	24%	24%	25%	36%	30%	30%	25%	32%	30%	21%	41%	33%	24%	26%	25%	31%	30%	26%	28%
Vancouver mayor Larry Campbell	9%	12%	18%	7%	7%	5%	12%	7%	4%	9%	15%	10%	7%	10%	6%	9%	13%	5%	10%	11%
Accused Air India bombers Ripudaman Singh Malik and Ajaib Singh Bagri	7%	8%	7%	9%	6%	6%	8%	6%	7%	5%	9%	5%	5%	8%	5%	9%	7%	7%	7%	8%
Convicted Vancouver Island child killer Jay Handel	6%	6%	7%	5%	7%	6%	5%	8%	7%	5%	6%	4%	7%	6%	8%	5%	6%	8%	6%	6%
Vancouver Canuck Captain Marcus Naslund	4%	4%	4%	5%	3%	3%	4%	4%	7%	2%	2%	4%	4%	4%	4%	3%	5%	3%	4%	5%
NDP leader Joy MacPhail	3%	4%	2%	5%	2%	3%	4%	3%	1%	2%	7%	-	3%	4%	4%	3%	3%	8%	2%	2%
(DK/NS)	5%	6%	6%	6%	4%	5%	5%	6%	4%	4%	8%	4%	5%	6%	6%	3%	6%	9%	3%	4%

In your opinion, how important is the media to society overall?
 * small base

		Region					Gender		Age			Union Household			Education			Income		
	Total	LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	226	274	100	200	387	413	195	338	260	86	153	545	257	239	294	162	233	314
Weighted	800	457	210	248	148*	195	391	409	281	224	291	96*	140	546	255	238	297	167	238	304
Very important	67%	70%	72%	69%	63%	62%	64%	70%	67%	68%	66%	67%	71%	66%	58%	72%	71%	61%	65%	74%
Somewhat important	28%	25%	23%	26%	32%	33%	30%	27%	29%	25%	30%	27%	23%	30%	35%	25%	25%	34%	31%	22%
Not very important	3%	3%	2%	3%	2%	4%	3%	2%	3%	5%	1%	2%	4%	3%	4%	3%	2%	3%	2%	3%
Not at all important	1%	1%	2%	1%	1%	2%	2%	1%	0	2%	2%	4%	1%	1%	2%	1%	1%	0	2%	1%
(DK/NS)	1%	1%	0	1%	1%	-	1%	-	-	1%	1%	-	0	1%	1%	-	1%	0	0	1%
Summary																				
Top2Box - Important	95%	95%	95%	95%	96%	95%	93%	97%	97%	93%	96%	95%	95%	96%	93%	97%	96%	96%	96%	96%
Low2Box - Not important	4%	4%	4%	4%	4%	5%	5%	3%	3%	7%	3%	5%	5%	4%	6%	3%	3%	4%	4%	4%

In your opinion, how important is the media to you personally?
 * small base

		Region					Gender		Age			Union Household			Education			Income		
	Total	LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	226	274	100	200	387	413	195	338	260	86	153	545	257	239	294	162	233	314
Weighted	800	457	210	248	148*	195	391	409	281	224	291	96*	140	546	255	238	297	167	238	304
Very important	45%	47%	47%	48%	44%	39%	46%	44%	39%	42%	53%	48%	47%	44%	43%	49%	44%	47%	41%	47%
Somewhat important	38%	36%	32%	39%	44%	40%	34%	42%	45%	40%	31%	40%	40%	38%	37%	36%	40%	34%	45%	36%
Not very important	12%	10%	15%	7%	8%	18%	13%	10%	13%	12%	10%	7%	10%	14%	13%	10%	13%	13%	10%	13%
Not at all important	5%	5%	5%	6%	5%	2%	6%	3%	3%	5%	5%	5%	3%	5%	7%	4%	3%	5%	4%	4%
(DK/NS)	0	1%	1%	0	-	0	0	0	0	0	1%	-	1%	1%	1%	0	0	1%	-	-
Summary																				
Top2Box - Important	83%	84%	80%	87%	87%	79%	80%	86%	83%	82%	84%	88%	87%	81%	80%	85%	84%	81%	86%	84%
Low2Box - Not important	16%	16%	20%	13%	13%	21%	19%	14%	16%	18%	16%	12%	13%	18%	20%	14%	16%	18%	14%	16%